

Macy's Gives Employees "Cause For Celebration"

Purchase your "Cause for Celebration" tickets today by returning the form on Page 8 of *CheckUp* to Development, HealthEast

Last year Macy's "Cause for Celebration," an annual event benefitting Lehigh Valley non-profit organizations, gave TAH—LVHC and HealthEast employees a reason to applaud. The event netted \$15,610 for Friends of Nursing (FON) and Lehigh Valley Hospice.

HealthEast took first place in ticket sales at Macy's 'Celebration.' As a result Hospice was awarded \$7,380, FON: TAH—LVHC-\$6,194; FON: Gnaden Huetten Memorial Hospital-\$1,470, and FON: Slate Belt Nursing and Rehabilitation Center-\$566.

This year, "Cause for Celebration" will be held Tuesday, May 1 at the Macy's store in the Lehigh Valley Mall, Whitehall Township. Store hours will be 10 a.m. to 10 p.m.

FON and Lehigh Valley Hospice are among 30 area charities chosen to benefit from this event. These two programs will receive donations while customers enjoy a day of shopping, and so much more, all for a tax deductible donation of only \$5.

An additional \$3 will be donated by Macy's to the participating organizations for each ticket holder in attendance on May 1.

Also, Macy's will again make bonus contributions to the groups bringing the most ticket holders to the store on that day: first place-\$5,000; second place-\$3,000; and third place-\$2,000.

Your \$5 donation entitles you to:

- 20 percent off a single apparel item.
- 10 percent off a single item.
- Entry in a prize drawing featuring more than 50 fabulous prizes.
- Entertainment all day long—cooking demonstrations, celebrities, free make-overs, music and the latest fashions.

The HealthEast Trust Fund will coordinate the sale of "Cause for Celebration" tickets. In addition, thanks to the cooperation of the auxiliaries at both TAH and LVHC sites, tickets will be on sale in the gift shops. Also, tickets may

be purchased in the Nursing Administration Offices at both sites.

For employees of HealthEast, tickets will be available at the HealthEast Trust Fund office. They are also available at Lehigh Valley Hospice.

Sales at all locations begin today and continue through Friday, April 27.

Help us repeat our winning performance, order your tickets today. We need everyone's support for this great cause benefitting Friends of Nursing and Hospice. If you have questions about this promotion, please call 778-CARE.

Benefits Questionnaire Included

TAH—LVHC and HealthEast have developed a four-page questionnaire about your benefits.

Please take advantage of this opportunity to provide your input by marking your responses to the 23 questions of the survey. For your opinions to be considered, please complete the questionnaire, fold it in half, seal it with a staple or tape and drop it in one of the collection boxes outside the cafeteria or the Human Resources office at your site by **Wednesday, March 7.**

Your identity will remain confidential and the results will be compiled by an outside consulting firm, Mercer Meidinger Hansen.

The questions deal with benefits currently offered TAH—LVHC and HealthEast employees and several that are not. The survey also asks employees about the effectiveness of our benefits communications.

Thank you in advance for your time and attention in completing this survey. Your cooperation is greatly appreciated.



The Allentown
Hospital—
Lehigh Valley
Hospital Center

A HealthEast Hospital

Educational Happenings

Saturday, Feb. 24

LVHC — "Special Topics in Infectious Disease 1990"; 8:30 a.m. to 12:45 p.m.; auditorium. This symposium, designed for practicing clinicians, will present information related to newer infectious disease syndromes. Employees will not be charged, but they must supply their own lunch. Registration is required; call Human Resource Development, ext. 8322.

Wednesday, Feb. 28

TAH - Stroke Team; 9 to 10 a.m.; cafeteria conference room.

Monday, March 5

TAH - Employee orientation; 8 a.m. to 4:30 p.m.; auditorium.

Wednesday, March 7

TAH - Stroke Team; 9 to 10 a.m.; cafeteria conference room.

TAH - Tour; 1 to 2 p.m.; lobby.

LVHC - Tour; 2:30 to 3:30 p.m.; lobby.

CPR Certification Course Rescheduled

Human Resource Development will offer a cardiopulmonary resuscitation (CPR) certification course in March.

Part I will consist of theory and demonstration and will be held from 9 a.m. to noon Wednesday, March 14. Part II, consisting of mannequin practice and testing, will be held from 1 to 4 p.m. Tuesday, March 20. All classes will be held in room 900, School of Nursing, TAH site. To register, call ext. 2430.

CheckUp is a biweekly publication of the Communications Department of HealthEast. To submit an article or for additional information, call ext. 7915.

Our mission is your health.

HealthEast, a not-for-profit regional health care system, is more than 8,000 professionals, employees and volunteers working to provide you with quality, comprehensive health services.

Equal Opportunity Employer
M/F/H/V

Entries Sought For HAP Award Contest

Entries are now being accepted in the Annual Hospital Association of Pennsylvania (HAP) Awards Contest. The award program recognizes health care professionals who have developed and implemented innovative projects which enhance the quality of care delivery in an efficient and cost-effective manner.

Any full- or part-time employee, member of the medical staff, auxilian or member of the Board of Directors is eligible to enter. Individuals or teams, consisting of a maximum of four persons, are encouraged to submit entries. The deadline for submitting entries is March 16.

One award will be presented in each of the following categories:

✓Community Outreach/Education

✓Patient Education ✓Facilities/Plant Management

✓Patient Care ✓Employee Satisfaction/Education

Applicants will be reviewed by the HAP Screening Committee. In selecting semi-finalists, the committee considers primarily innovation; a project that is relatively new to and untried by the majority of Pennsylvania hospitals and health care institutions.

A panel of judges representing government, business, academia, consumers, hospital trustees and physicians will select the finalists. In addition to innovation, the panel will also consider enhancement of quality and efficiency, cost savings and adaptability to the health care field at large.

Please take a few minutes to share your ideas by submitting an entry to the 1990 HAP Achievement Awards contest following the guidelines on the Summary-Entry Form, which is available through your department head. If the HAP Screening Committee selects your summary as a semi-finalist, you will receive directions for submitting a full entry for consideration to the panel of judges in May.

Award winners will be honored Oct. 23 during the Annual HAP Awards Luncheon and each winner will receive a complimentary three-day fall conference registration. The winning entries will be highlighted in *Pennsylvania Hospital* magazine.

TAH—LVHC's entries are being coordinated through the office of Barbara Salvadore, assistant to the president. If you are interested in submitting an entry, please see your department head for more information and an entry form.

Briefly Speaking

Submit RAC Proposals By April 9

The Research Advisory Committee (RAC) will hold its quarterly meeting April 25 to review clinical/epidemiological research proposals (requests for funding) submitted by the Medical and Professional staff of TAH—LVHC before April 9.

For further information and proposal guidelines, please contact James Reed III, Ph.D. at the Research Department office or by telephoning ext. 8889.

Medical Cardiology Has Moved

Medical Cardiology, formerly nursing unit 6A, LVHC site, moved to 4C on Feb. 17. The telephone number will remain ext. 8745.

Credit Union Increases Security

To maintain maximum account security for its more than 2,000 members, the HealthEast Federal Credit Union has begun to request picture identification when releasing checks to unfamiliar clients. Members are being requested to have their photo identification cards visible when picking up checks.

The Credit Union is always looking for new ways to serve its members. Please stop by or call with any suggestions. You may reach LVHC site office by dialing ext. 8404 or TAH site at ext. 9499.

TAH site Credit Union office is open from 9 a.m. to 1 p.m. Mondays; 9 a.m. to 2 p.m. Tuesdays; 12:30 to 4:30 p.m. Wednesdays and Fridays; and 1 to 5 p.m. Thursdays. The hours of LVHC site branch are 9 a.m. to 1 p.m. Mondays; 8 a.m. to 2 p.m. Tuesdays; 7:30 a.m. to 4:30 p.m. Wednesdays and Fridays; and 3 to 7 p.m. Thursdays.

Cancer Fund Purchases Gifts



Dolores Benner, supervisor of Hematology, and David Prager, M.D., division director of hematology and coagulation, use a five-headed microscope purchased recently through The Cancer Fund.

Thanks to the generous contributions received by The Cancer Fund, the hospital has obtained several equipment items requested by the staff.

The items on the employees' wish list will benefit patients of both sites and enhance the educational efforts of the hospital. Staff members have asked for an exercise bicycle, a TV and video cassette recorder, and a conference microscope.

Mary Lenahan-Durnin, R.N., head nurse of 6C, the oncology and urology unit at LVHC site, said several nurses approached David Prager, M.D., co-director of The Cancer Fund, about purchasing the bicycle. They were very pleased with his reply.

"His response was, 'if there are things you need, just ask the Comprehensive Community Cancer Center, (CCCC)' she said. The CCCC administers The Cancer Fund in cooperation with the Development Office. The CCCC agreed to purchase the unit an exercise bike called the Monark ergometer.

The ergometer is primarily for the benefit of leukemia patients, the majority of which are in their 20s and 30s. This device will help them to get the exercise they want and need during long hospital stays.

"The young patients were tracking the halls to get exercise, so we asked for an exercise bike," Lenahan-Durnin says. "The Monark ergometer is an ideal way for the patients to get their exercise."

The second gift The Cancer Fund purchased was a 19-inch color TV and video cassette recorder (VCR) with a locking cabinet for the patients of 5T, TAH site. Most of 5T's patients receive

chemotherapy or radiation treatments. With the VCR, patients can watch home movies, video rentals or educational tapes during their often long hospital stays.

The third wish The Cancer Fund granted was the purchase of a special five-headed, conference microscope for the Laboratory at LVHC site.

Ronald DeLorenzo, administrative director, CCCC, said the precision microscope is great not only for teaching purposes, but also for research on cancer and many other diseases. Now five people can look at one specimen at the same time. DeLorenzo is also co-director of The Cancer Fund.

Due to the generosity of The Cancer Fund's supporters, the CCCC has purchased items totaling nearly \$10,000 during the past year alone, DeLorenzo said. This includes the items mentioned above.

"The Cancer Fund gives us the flexibility of providing services and equipment for cancer patients that we may not otherwise be able to provide," DeLorenzo says. The fund is used to meet local program goals *not covered* by insurance or other forms of reimbursement.

Since it was founded in 1967, The Cancer Fund has supported and facilitated the purchase of equipment, as well as educational and awareness programs that continually improve the quality of care for oncology patients and their families. The Cancer Fund exists through individual donations and memorials as gifts, provisions of last wills and testaments and remembrances, and from revenues generated by the activities of the CCCC.

Renal Week Is Morale Booster

Renal Week, the first of its kind at TAH—LVHC, was a real morale booster to the nurses of TAH site's Nephrology Unit.

"The purpose of Renal Week was to foster an awareness of renal failure, including both the physical and psychosocial problems that accompany it," states Linda Petrine, clinical nurse specialist for the Nephrology Unit. The observation week was held during the last week of January.

The week began Monday, Jan. 26 with a lobby display at TAH site and an open house in the Nephrology Unit. Two sales representatives from the Baxter Co., which supplies TAH—LVHC with its dialysis equipment, demonstrated peritoneal dialysis techniques.

James Kintzel, M.D., hospital nephrologist, discussed the history of dialysis on Tuesday. Later that day, Gerri Gilotti, R.D., Department of Food and Nutrition, discussed the renal diet, offering supplements and many suggestions to help patients adjust to the many fluid and diet restrictions imposed by renal disease.

Lisa Taylor, ACSW, renal social worker, Social Services, on Wednesday spoke about the psychosocial aspects of the disease. Taylor also coordinated a patient panel discussion which gave the staff the opportunity to learn more about living with End Stage Renal Disease (ESRD) from a patient perspective. The day concluded with the Predialysis Education Program (PEP) "Treatment Options," during which both Nephrology and Dialysis Center nurses gave insight into treatment modalities of dialysis.

Thursday, hospital nephrologist Robert Grunberg, M.D. gave an overview of renal failure and Rick Townsend, R.Ph., Pharmacy, discussed the medications of renal patients. On the final day, Douglas Johnson, M.D., hospital nephrologist discussed transplantation issues. An organ donation display appeared in TAH site lobby.

"The most positive thing to happen during the week was the increase in morale of the nurses," Petrine says. "I'd especially like to thank Shelley Mesics, the head nurse of the Nephrology Unit, for providing support and enthusiasm during the week."

Renal Week was a success in recognizing the Nephrology Unit which recently changed its name from 4S to the Specialty Nephrology Unit.

Making The Rounds

In November, **Sheri Frederick-Deeb**, R.N. obtained nurse clinician status; **Carol Acernese**, R.N., CCRN and **Deb Belles**, R.N. obtained senior staff nurse status. These staff nurses are from the Acute Coronary Care Unit, TAH site.

Carol Balcavage, R.N., CETN, coordinator, and **Margaret Crane**, M.S., R.N., CETN, enterostomal therapy nurse specialist, Enterostomal Therapy (LVHC), passed the International Association of Enterostomal Therapy Board Certification exam in Enterostomal Therapy Nursing in November.

Arline Connors, R.N., CPQA, manager, Utilization Review (LVHC), passed the written national examination for certification in quality assurance and has earned the designation of certified professional in quality assurance. In addition, Connors has been chosen to serve as chairperson of the Legislative Committee for the Pennsylvania Association of Quality Assurance Professionals. She will also participate as Quality Assurance Legislative Liaison to the Hospital Association of Pennsylvania (HAP) and work closely with the HAP Legislative Services Department as needed in recommendation and development of new legislations and regulations.

Eight TAH site Pediatrics registered nurses received certification in pediatric nursing from the National Association of Pediatric Nurse Practitioners and Associates. They are: **Mary Ellen Bennicoff**, **Pamela Deyscher Blacker**, **Susan Dorosh**, **Sandra Greener**, **Cynthia Max**, **Mary Lou Patari**, **Delia Scurman** and **Nancy Roe**.

Eric Bakow, M.A., RRT, assistant director, Respiratory Care (LVHC), presented research data on the delivery of metered dose inhaler in line with ventilator patients at the American Association Respiratory Care conference in Anaheim, Calif.

Linda Williams, R.N., CCRN, staff nurse, Central Nervous System Unit (LVHC) recently passed her critical care registered nurse exam. Williams is the first staff person in the Unit to accomplish this.

Barbara Snell, R.N., head nurse and **Carol Sorrentino**, R.N., associate head nurse, 4B (LVHC), became certified by the American Nurses Association in medical-surgical nursing in fall.

Six TAH registered nurses from the Dialysis Center recently became certified nephrology nurses. They are: **Cathy Bachert**, **Anne Schlear**, **Nanette Wasmer**, **Doris Fisher**, **Valerie Doncsecz** and **Sue Urban**.

Judy Holaska, R.D., M.S., CNSD, Nutrition Support Services, (LVHC), was one of three registered dietitians chosen to represent the Pennsylvania Dietetic Association as state media (TV, radio and newspaper) representative.

Sandra Zengion, RNC, analyst/programmer, HealthEast Information Services, received her bachelor's of science degree in computer science degree in December from the Allentown College of St. Francis de Sales.

Kim Hitchings, R.N., MSN, director of operations, Nursing Education, Patient Education and Research (TAH—LVHC) published "Preceptors Promote Competence and Retention: Strategies to Achieve Success," in the November/December issue of *The Journal of Continuing Education in Nursing*.

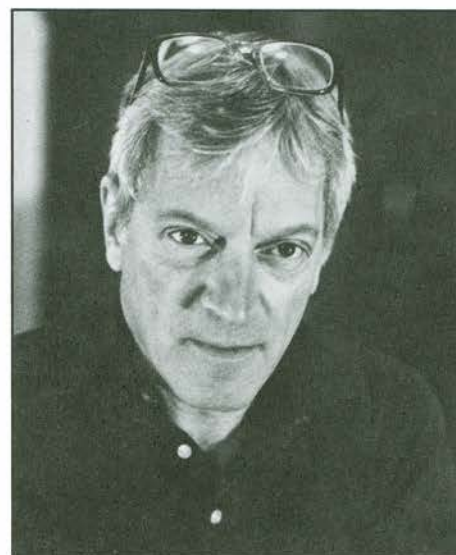
Barbara Snell, R.N.C., CNA, head nurse and **Carol Sorrentino**, R.N.C., associate head nurse, both of 4B (LVHC), recently passed the American Nursing Association certification for medical-surgical nursing.

Three nurses from Nursing Education, Patient Education and Research (LVHC), recently obtained their master's of science degrees in nursing from Allentown College of St. Francis de Sales. They are **Sandra Schwartz**, R.N., MSN, **Lisa Lacko**, R.N., MSN and **Carolyn Kern**, R.N., MSN.

Due to her outstanding academic record at Cedar Crest College, **Ruth Davis**, R.N., assistant director, Human Resource Development (TAH), has earned admission into the Delphi, the Cedar Crest College honorary scholastic society.

Shelia Berg, ACSW, LSW and oncology social work instructor at the Comprehensive Community Cancer Center (CCCC) was recently elected president of Family and Counseling Services of the Lehigh Valley. She has been with CCCC since November 1989 and was involved in implementing a grant from the Department of Health dealing with the psychosocial needs of persons with cancer.

Surgeon-Author To Visit Hospital



Richard Selzer

Richard Selzer, M.D., noted surgeon and author, will be visiting professor at TAH—LVHC and Muhlenberg College during the week of Feb. 26 to March 2.

The focus of Selzer's activities will be on the process of writing as well as on the relationship of ethics and the humanities to the practice of medicine.

During his only visiting professorship this year, Dr. Selzer will participate in a variety of activities at the hospital and college campuses. On Tuesday, Feb. 27, he will present a program titled, "One Writer's Sojourn: Readings and Discussions," at 8 p.m. in the Garden Room, J. Conrad and Hazel J. Seegers Union Building at Muhlenberg College.

Dr. Selzer will speak on "The Language of Medicine" at 8 p.m. Thursday, March 1 in LVHC site auditorium. Both programs are open to the public and would be of special interest to writers, health care professionals and educators.

In addition, Dr. Selzer will be presenting both medical and surgical Grand Rounds on Tuesday, Feb. 27 in LVHC site auditorium. These programs are open only to the medical and collegiate communities.

Dr. Selzer will speak at surgical Grand Rounds at 7 a.m. and is slated to present medical Grand Rounds at noon.

Dr. Selzer will conduct classes in writing and ethics and will meet informally with physicians, residents, faculty and students.

At the age of 56, Dr. Selzer put aside an outstanding career as a surgeon and professor at Yale University School of

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Educational Programs Offered This Month

The Pediatrics Department (TAH) will be presenting two lectures in March. Both lectures will be held from 7 to 8 p.m. in TAH site auditorium.

Your Child's First Years and What to Expect will be held Wednesday, March 14. Charles F. Smith, M.D., hospital pediatrician, will address the many changes which occur and what to expect in growth and development.

Meridian Bank will present part three of its *Women & Money Series* with **Teaching Children About Money and Investing for their Future** on Wednesday, March 21. Karen S. Christman, assistant banking officer at Meridian Bank, will instruct parents on introducing children to handling money responsibly and how to invest now for future educational needs.

Free parking is available and light refreshments will be served. For more information or to register, call *WomanCare* at ext. 3800.

Biliary Tract Disease: Contemporary Management will be addressed at a symposium sponsored by TAH—LVHC as part of its Regional Symposium Series. This morning-long program will be presented Saturday, March 10 in LVHC site auditorium.

Topics to be addressed by Philadelphia area hospital physicians include radiological management of biliary tract disease; pathogenesis of gallstones; medical dissolution of gallstones; extracorporeal shockwave lithotripsy; and endoscopic management of biliary tract disease.

There is no charge for employees and the deadline for registration is March 7. For more information and to register, call Human Resource Development at ext. 8322.

NICU Support Group To Sell Donuts At TAH Site

The Neonatal Parent Support Group will hold its annual Fastnacht Day donut sale on Tuesday, Feb. 27.

Donuts will be available outside the cafeteria at TAH site at 7 a.m. Donuts cost \$3.30 a dozen, \$1.75 a half dozen and 30 cents each.

Courier Driven To Lead Community Jaycees Provide Vehicle



Joe Ludrof, laboratory courier, holds an award he received from the Jaycees.

In terms of community-mindedness, Joe Ludrof III is literally driven. The quiet six-foot-four-inch laboratory courier at TAH—LVHC is constantly thinking of creative ways to raise funds for the needy through his role as an Allentown Jaycee.

To date, he has raised nearly \$50,000 in the six years since he joined the Jaycees. Ludrof recently captured its "Pot" award in recognition of his selling \$38,448 in raffle tickets and for raising \$11,080 in donations for the Lehigh Area Retarded Citizens (LARC) Basketball Classic that he co-chairs each year.

Ludrof's motivation to help others stems from the treatment he received following a June 13, 1975 car accident that left him with compound leg fractures and comatose for more than two months.

Seventeen days after the accident, about 600 people, including family members, high school and college classmates and friends, attended a Mass for Ludrof at St. Thomas More Church.

Later that day, his family learned that he would be moved from a hospital, near Cape May, N.J., where the accident occurred, to what was then Allentown and Sacred Heart Hospital Center, now LVHC site.

After months of rehabilitation and numerous hospitalizations, Ludrof bounced back as a full-time volunteer at LVHC site and was hired as a full-time employee in April 1982.

Ludrof sees social organizations as his vehicle to repay the community for a little of his good fortune.

"After my accident, I looked at life a little bit differently and wanted to help others in need," he says. "Community organizations like the Jaycees seemed like a good way to help out."

Ludrof has won numerous other Jaycee awards, beginning in 1983, when he raised more than \$6,000 selling raffle tickets and helping with the LARC tournament.

Realizing his leadership potential, the Jaycees invited him to become a member of its Board of Directors in 1984, the same year he was named outstanding member for region V and Jaycee of the Year for outstanding achievement. Also in 1984, he served as sports information director.

Two years later Ludrof received honors as Director of the Year for his work on the board and in 1987 was named Vice President of the Year.

So, the next time you see Ludrof behind the wheel, do not think he is simply enjoying the scenery. The big man is likely planning his next fundraising campaign to make the city he drives through each day a better place.



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Medicine to devote his time to writing sensitive essays about his former profession and about almost everything else that excites him. For more than 15 years, he had successfully juggled his two passions, surgery and writing, until retiring from Yale in 1985.

This professorship has been underwritten by the Dorothy Rider Pool Health Care Trust and the National

Endowment for the Humanities Fund of Muhlenberg College.

Joseph Vincent, M.D., director of Critical Care at TAH—LVHC, and Ann Wonsiewicz, Ed.D., associate professor and head, Education Department, Muhlenberg College, coordinated the visiting professorship.

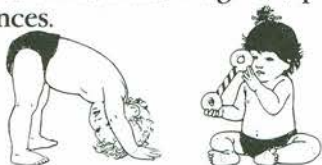
For more information, call 778-CARE.

Congratulations

Several TAH—LVHC employees welcomed new additions to their families recently. **Diane Newhard**, certified occupational therapy assistant, Adjunctive Therapy (TAH) and her husband, Fred, welcomed a baby girl on Dec. 30. Chelsie Alyse weighed 7 pounds, 4 1/4 ounces and was 21 inches long. **Dan DeBlass**, R.N., Acute Coronary Care Unit (TAH) and **Lisa**, Chemistry (LVHC) welcomed a daughter on Jan. 13. Sarah Elizabeth weighed 9 pounds, 3 ounces and was 20 3/4 inches long.



Mark Sellers, unit clerk, General Intensive Care Unit, West (LVHC) and his wife, Dawn, became proud parents of a daughter on Dec. 31. Valerie Ruth Sellers weighed 7 pounds, 6 ounces and was 20 inches long. **Marie Shaw**, director of *WomanCare* and her husband, Robert, welcomed a son on Jan. 14. Robert Edmund weighed 7 pounds, 9 ounces.



Harry Swoyer, Histology (TAH), was awarded a \$100 U.S. Savings Bond for perfect attendance for December.

The love bug has infected lots of couples recently. **Donna Lee Dettra**, manager, Medical Records (LVHC) became engaged to **David Steigerwalt**, clerical supervisor, Radiology (LVHC) on Christmas Day. An October 1990 wedding is planned. **Helaine Proetto**, accountant, Financial Services (TAH) and **Ronald Kline** became engaged Jan. 20. They are planning a 1991 wedding.



Two LVHC site Acute Coronary Care Unit staff registered nurses became engaged recently. **Gail Batory**, R.N., became engaged to **Todd Griffith**, M.D. on Nov. 21 and plan a September 1990 wedding and **Stephanie Filippi**, R.N., became engaged to **William Brown** on Dec. 2 and plan a May 1991 wedding.

David A. Tomb, M.D. Joins Hospital As Chairman Of Psychiatry



David A. Tomb, M.D.

David A. Tomb, M.D., was recently named chairman of the department of Psychiatry at TAH—LVHC. Dr. Tomb will be responsible for overseeing the hospital's commitment to provide comprehensive adult and adolescent psychiatric services.

As chairman of Psychiatry, Dr. Tomb's major responsibilities will include providing high quality inpatient psychiatric care, consultation and outpatient services.

Dr. Tomb has extensive clinical, educational and administrative experience in adolescent, adult and geriatric psychiatry. Previously, he directed the Division of Child and Adolescent Psychiatry at the University of Utah School of Medicine. He was also acting chairman and prior to that, vice chairman for the university's Department of Psychiatry.

As medical director, Western Institute of Neuropsychiatry at the University of Utah School of Medicine, Dr. Tomb was responsible for all clinical activities in a 90-bed university research hospital.

Dr. Tomb, a graduate of the Pennsylvania State University College of Medicine, is board-certified by the American Board of Psychiatry and Neurology. He completed his residency in adult psychiatry and a fellowship in child psychiatry at the University of Utah School of Medicine. He is currently a member of the Association for Academic Psychiatry.

Dr. Tomb is the author of six

psychiatric/geriatric books. The most well-known of his books, titled "Psychiatry for the House Officer," has sold approximately 100,000 copies and is read by medical students across the United States.

In addition, Dr. Tomb wrote and directed a television documentary which received the 1985 Mental Health Film of the Year award from the Utah State Media Committee. The film was titled, "Not So Different," and was a 30-minute made-for-TV documentary about the plight of the chronically mentally ill.

Dr. Tomb also reviewed several films for a journal titled, *The Gerontologist*, wrote book chapters for "Collaborations Between State Departments of Mental Health and University Departments of Psychiatry"; "Modern Health and University Departments of Psychiatry" and "Modern Perspectives in the Psychiatry of Depression." He authored a paper in the *Western Journal of Medicine*.

Dr. Tomb's professional activities include being a member of the Mental Health Planning Committee for the State of Utah Mental Health Association; a co-founder and president of the Utah chapter of the National Alliance for the Mentally Ill and board member of Salt Lake Valley Mental Health Centers and the Utah Mental Health Association. He also received the "Outstanding Utah Professional of the Year Award" from the Utah Alliance for the Mentally Ill.

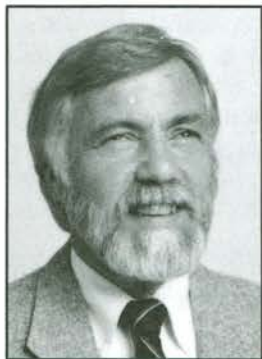
Dr. Tomb, his wife, Jane, their daughter, Collin, and son, Ian, will be relocating from Utah to the Allentown area this summer, following the end of the school year.

Help Easter Seals Help Others

"Give the Power to Overcome" is the theme of the March 3 and 4 Easter Seal Telethon. The local portions of the show will be broadcast from Mack World Headquarters and will be seen on WFMZ-TV 69. Easter Seals helps people overcome their disabilities, and be the best they can be. You can help by organizing a group to raise money. By raising a minimum of \$250, your group will receive an on-air check presentation. You may also help by watching the show and making a pledge by calling 439-2200. For more information contact Julie Valentine at 866-8092.

Thanks for caring!

Francis A. Salerno, M.D. Named Chief Of Geriatrics



Francis A. Salerno, M.D.

Francis A. Salerno, M.D., recently joined TAH—LVHC as chief of Geriatrics, a newly created office which underscores a major commitment by the hospital to provide a full range of educational and medical services to our region's aging residents.

Formerly, Dr. Salerno was associate director of the Family Medicine residency at The Reading Hospital and Medical Center and medical director for the Hassler Nursing and Rehabilitation Center, Reading.

As chief of Geriatrics, Dr. Salerno will lay the foundation of the hospital's programs for the elderly. His major efforts will include providing consultative geriatric services supporting TAH—LVHC physicians, medical students, nurses and other allied health professionals; establishing an ambulatory geriatric assessment unit for subsequent referral to the proper hospital services; and planning and conducting clinical research in the area of Gerontology.

In addition, Dr. Salerno will develop and enhance TAH—LVHC's partnerships in geriatric care with community social service agencies, extended care facilities and other hospitals in the region.

Dr. Salerno is the first physician to hold the Elizabeth Hess Endowed Chair for Geriatrics. This endowment supports innovation in research and education as they relate to the comprehensive

functional assessment of the elderly.

A graduate of Temple University's School of Medicine, Philadelphia, Dr. Salerno completed an internal medicine residency at The Reading Hospital and Medical Center, where he served as chief medical resident.

In 1979, Salerno, who lost his eyesight during his first year of postgraduate training, was the first blind internist to attempt and successfully obtain certification by the American Board of Internal Medicine. The board also granted him a Certificate of Added Qualification in Geriatric Medicine in 1988.

Salerno earned a fellowship in faculty development at Temple University

School of Medicine and has completed advanced studies in geriatric medicine at Hunter/Mount Sinai Hospital, N.Y., and at Temple University.

The recipient of the American Medical Association's 1989 Physician Recognition Award, Salerno was also honored in 1983 by the Pennsylvania Senate for his outstanding service to the Berks County community. He is a member of the American College of Physicians, American Geriatrics Society and American Academy of Family Physicians.

Dr. Salerno, his wife, Aleita, and their daughters, **Ane and Alison**, look forward to relocating in the Allentown area in early spring.

A "Chance" Meeting: How To Treat A Dog Guide

"Chance," the dog guide who helps Francis Salerno, M.D., chief of Geriatrics, navigate the corridors of the hospital, craves affection, but love can distract him from his duties.

Dr. Salerno understands that people meeting him and his yellow labrador in the hall may be tempted to pet his two and one-half year old canine companion. However, he requests they refrain from giving Chance a pat on the head or scratching him behind the ears because the dog might then start looking for this attention from hospital personnel.

"Whenever Chance has his harness on, he's working and he knows this," explains Dr. Salerno. "When he's not harnessed, he's just like any other dog. This certainly includes being a valued member of the Salerno household."

Chance is a Leader Dog, named for the organization in Rochester, Mich. that trained him and matched him with Dr. Salerno. According to Dr. Salerno, dog guides in this country are also provided by a number of other foundations, such as Seeing Eye, Inc. and Guide Dogs for the Blind.

Chance was matched to Dr. Salerno based on the physician's personality, family structure and occupation. Their relationship doesn't reflect the traditional "dog-master" pattern. It is unique; an interdependent, team approach to making their way through the world.

"He works for me because I work for him," explains Dr. Salerno.

Chance may not be Dr. Salerno's **best friend**, but, for the most part, they're inseparable.

WomanCare Lectures Address Legal And Medical Issues

Divorce and Custody, a two-part lecture presented by Allentown attorney Nancy P. Wallitsch will deal with new legislation in Pennsylvania concerning this issue. The first session will be held from 7 to 8:30 p.m. Tuesday, March 6 and the second lecture will be

held from 7 to 8:30 p.m. Tuesday, March 13 in the School of Nursing auditorium, TAH site.

Cervical Cancer Update will be presented at noon and repeated at 7 p.m. Wednesday, March 28 in LVHC site classroom I. Gazi Abdulhay, M.D., hospi-

tal gynecologist, will discuss preventative measures which can be taken through routine PAP smears. Participants will be updated on the latest treatments of cervical cancer. Free parking is available. For more information or to register, call **WomanCare** at ext. 3800.



Special Week Erases Children's Fear Of Hospital

If your child has ever wondered if people are awake when they are having an operation or what the big "breathing machines" do, then attend TAH site's "Hello Hospital" program with your child during the Fourth Annual Children and Hospitals Week.

Designed to promote a positive attitude in young children towards hospitalization in a non-threatening atmosphere, this special week is being observed this year from Monday, March 26 through Friday, March 30.

Two special "Hello Hospital" sessions, sponsored by Pediatrics (TAH), will be held from 9:30 to 11:30 a.m. Wednesday, March 28 and Thursday, March 29 in TAH site auditorium. Activities geared toward preschool-aged children include a tour of Pediatrics and an educational program. Laura Szabo, child/life specialist, Pediatrics, will introduce children to pre-operative teaching and play through the use of life-like dolls on which the children can perform "surgical procedures" for a first-hand experience in what actually happens during surgery. Children are encouraged to bring a favorite doll or teddy bear.

Space is limited, so make your reservations early by calling Laura Szabo at ext. 2820.

Hospital Responds To Hepatitis Report

The Lehigh Valley Poison Center received 258 calls and 289 employees and their dependents were inoculated in response to the recent report of Hepatitis A.

Peg Parry, coordinator of the Poison Center, said the bulk of the calls were received when the story broke that a food handler at Chi Chi's restaurant, Whitehall Township, had Hepatitis A. and may have exposed thousands of patrons to the disease.

Between Thursday, Feb. 8 and Monday, Feb. 12 the Poison Center received 246 calls from people asking about hepatitis. The next day the center received only two calls.

"Emergency Room nurses at TAH site deserve credit for helping the Poison Center handle the many calls resulting from the incident," Parry said.

An additional 10 calls were received on Wednesday, Feb. 14 after a second case was confirmed involving a worker at a Wawa convenience store in Bethlehem.

"We were functioning as a referral and basic information service," Parry said. "We were advised daily by Andrea Geshan, director of Infection Control." The Poison Center gave information about signs and symptoms, incubation period and the route of exposure

"Although the Poison Center was not actively involved in the inoculations, contacting the center was a natural response," she said. People thought of the food as being poisoned, Parry explained, from food poisoning they made the connection to the Poison Center.

To accommodate TAH—LVHC and HealthEast employees, Employee Health and Infection Control conducted inoculation clinics at both TAH and LVHC sites on Friday, Feb. 9 and Saturday, Feb. 10. Volunteers and the Communications staff distributed a memo from Geshan and Jeffrey Burtaine, M.D., medical director, Employee Health, that informed employees about the clinics and of the possible exposure.

Geshan said special thanks are owed to Employee Health nurses **Janice Kiefer** and **Cheryl Hartman** and Infection Control nurses **Elaine Walz**, **Terry Burger** and **Sue Peeples**, who gave the inoculations.

Involved in the educational process was **Luther Rhodes, M.D.**, chief of the Division of Infectious Diseases. Dr. Rhodes informed the public about the disease through two interviews—coordinated through the Communications department—with radio station WAEB.

Faces In The Crowd



Medical technologist **Barbara Matika, B.S., M.T.**, of the Blood Bank at LVHC site, spends much of her work day matching donors with recipients and doing identification tests. "The more involved it gets," Matika says, "the more interesting it is."

Buy Your Macy's Cause For Celebration Tickets Now

I wish to order _____ tickets to **MACY'S Cause for Celebration** at the cost of \$5 each. Please have my donation benefit ☐ Friends of Nursing ☐ Hospice.

Children under 12 will be admitted free when accompanied by an adult.

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

Please clip this form and return it to the HealthEast Development Office.